

Subject: "CLICK IT OR TICKET" SAVES LIVES

1. THE ARMY IS JOINING THE NATIONWIDE "CLICK IT OR TICKET" CAMPAIGN TO ENCOURAGE ALL MEMBERS OF THE ARMY FAMILY TO USE THEIR SEAT BELTS. EFFECTIVE 22 MAY 2006 THROUGH 4 JUNE 2006, THE ARMY WILL SUPPORT "CLICK IT OR TICKET" CAMPAIGNS TO ENCOURAGE COMPLIANCE WITH SEAT BELT USE, REGULATIONS, AND REDUCE SERIOUS INJURIES AND FATALITIES RESULTING FROM TRAFFIC ACCIDENTS.

2. SINCE 1993, THE NATIONAL "CLICK IT OR TICKET" CAMPAIGN, LED BY THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA), HAS ACTIVELY PROMOTED THE AWARENESS THAT SEAT BELTS ARE A MAJOR FACTOR IN SAVING LIVES. ACCORDING TO NHTSA, SAFETY BELTS SAVED 13,274 LIVES IN 2001, AND IF MORE OCCUPANTS (OVER 4 YEARS OLD) HAD BEEN WEARING SEAT BELTS, AN ADDITIONAL 7,334 LIVES COULD HAVE BEEN SAVED.

3. THE PURPOSE OF THE "CLICK IT OR TICKET" CAMPAIGN IS TO ENCOURAGE SEAT BELT USE. DURING THE CAMPAIGN WEEK, SAFETY AND MILITARY LAW ENFORCEMENT PERSONNEL WILL WORK TOGETHER WITH LOCAL COMMUNITIES AND LAW ENFORCEMENT AGENCIES TO EDUCATE MEMBERS OF THE ARMY FAMILY ON THE IMPORTANCE OF USING SEAT BELTS.

4. THE OFFICE OF THE PROVOST MARSHAL GENERAL STRONGLY ENCOURAGES ALL INSTALLATION COMMANDERS TO FULLY SUPPORT THIS CAMPAIGN. COMMANDERS SHOULD SHOW THEIR SUPPORT BY CONDUCTING SEAT BELT CHECKS BY LAW ENFORCEMENT PERSONNEL AND TRACKING THE NUMBER OF SEAT BELT CITATIONS ISSUED FROM 22 MAY 2006 THROUGH 4 JUNE 2006. DATA WILL BE TRACKED USING THE MILITARY POLICE REPORTING SYSTEM (MPRS) OR THE VEHICLE REPORTING SYSTEM (VRS). THE FOLLOWING CRITICAL ELEMENTS SHOULD SERVE AS FORCE MULTIPLIERS TO BOOST THE SUCCESS OF THIS CAMPAIGN. MEDIA AWARENESS, INCREASED LAW ENFORCEMENT PRESENCE AND SEAT BELT SPOT-CHECKS. IN ADDITION, OPMG ENCOURAGES LAW ENFORCEMENT AND MP LEADERSHIP AT MAJOR INSTALLATIONS TO CONDUCT A 4-6 HOUR INFORMATIVE SESSION THAT EDUCATES THE PUBLIC ON HOW TO PROPERLY USE/OPERATE A CHILD RESTRAINT DEVICE AND ENSURE PARENTS UNDERSTAND SAFE OPERATION PRACTICES. THIS SESSION SHOULD BE SET UP NEAR THE MAIN POST EXCHANGE/COMMISSARY OR OTHER HIGH TRAFFIC AREAS WHERE PEOPLE GATHER.

5. COMMANDERS ARE ALSO ENCOURAGED TO DEVELOP AN INFORMATION CAMPAIGN THAT SUPPORTS LAW ENFORCEMENT EFFORTS.

6. NUMEROUS STATES HAVE IMPLEMENTED THE "CLICK IT OR TICKET" CAMPAIGN AND WELCOME THE ARMY'S PARTICIPATION. ADDITIONAL INFORMATION IS AVAILABLE AT

[HTTP://WWW.NHTSAA.DOT.GOV](http://www.nhtsa.dot.gov) AND THE NATIONAL SAFETY COUNCIL WEB SITE [HTTP://WWW.NSC.ORG/AIRBAG.HTM](http://www.nsc.org/AIRBAG.HTM). MORE INFORMATION ABOUT POV ACCIDENT PREVENTION CAN BE FOUND BY ACCESSING THE U.S. ARMY SAFETY CENTER WEBSITE AT [HTTP://SAFETY.ARMY.MIL/HOME.HTML](http://safety.army.mil/home.html).

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